

Minutes

Village of Bartlett Economic Development Commission

May 8, 2017

G. Kubaszko called the meeting to order at 7:00 P.M.

Roll Call

**Present: R. Perri, N. Gudenkauf, C. Greene, J. La Porte, T. Smodilla, G. Kubaszko and
R. Martino**

Absent: N. Mehta

**Also Present: J. Plonczynski, Director Community Development,
T. Fradin, Economic Development Coordinator**

Approval of Minutes

A motion was made to approve the minutes of the April 10, 2017 meeting.

Motioned by: C. Green

Seconded by: J. LaPorte

Abstain: None

Motioned carried.

Interactive GIS-based Commercial Space Inventory

T. Fradin stated periodically Staff has reported on the available commercial and office space inventory to provide to potential business and existing businesses looking to expand. This is a commonly referred to items on the Economic Development section of the website. In addition to the PDF version of the Available Commercial and Office Space inventory, last month Staff added a map-based inventory. Also, there is an inventory of industrial properties. Staff demonstrated this new application. The link can be viewed at:

www.village.bartlett.il.us/business/economic-development-/available-for-development/office-retail-space-available.

This link will bring you to the available space in Bartlett. The left sides show business and office properties currently available and the right side shows a map of available spaces. This shows the available sq. ft., number of vacancies, contact number and the lease rate. This will hopefully be updated monthly. **T. Fradin** stated in the next month or so this should also include the same type of features for the industrial properties as well as the land listings. **T. Fradin** asked if anyone had any comments or questions. **C. Green** asked how long has this been on the website. **T. Fradin** stated about two to three weeks. The GIS staff that is within the Community Development Department, put this together with the help of **T. Fradin**. **J. Plonczynski** stated the GIS staff are within our department but they service all department within the Village, Park District, Fire District and whoever need help. GIS handles all of the interactive information.

G. Kubaszko stated it looks great, good updates for what is going on in the Village and very convenient for people to utilize. **T. Fradin** stated the brokers that have these listings know of this feature because they were contacted for updated listings, and were happy that this was now available. Not every community is doing this. Bartlett was one of the first communities to list the available commercial space on their website. **J. LaPorte** asked if there was a way to market the link, let people know about it, putting it on cable or newsletter. **T. Fradin** stated the newsletter is a good idea, but this has not been marketed in the past. This feature will help when someone asks for availability.

R. Perri (first part is inaudible) stated this is tremendous, probably the future of all Village governments, if they are not doing this they should be. **T. Smodilla** stated she agreed that it's a terrific tool, certainly being used in commerce for many years. She continued by saying the marketing of the tool and may behoove the Village to use the vehicles available to us at no cost, such as Discover Bartlett page and regular e-blast out to the brokers for commercial and office space. **T. Fradin** stated this is not just for the broker community but also the residential community and the Chamber of Commerce. So many of the businesses in the Village are home grown. The businesses closest to Rt. 59 and Stearns Road tend to be more national or regional businesses. The rest of the community will attract the entrepreneurial businesses and they should be aware of this as well. **T. Fradin** went on to say this is just another tool in the toolbox which can only help.

J. LaPorte stated the Daily Herald does a business ledger once a month. He stated he's not sure of the funds available to advertise in that or on a bigger scale maybe Crain's Chicago. Crain's does an annual real estate issue, perhaps if we had a small paragraph it would be better than nothing. **T. Fradin** stated Crain's costs about 100 times more than the Daily Herald,

an ad with Crain's is about \$20,000. The Daily Herald's ad are more affordable and are comparable to the Examiner. **T. Fradin** stated the Village hasn't done an ad with the Daily Herald in a while but will look into it, typically we do it for events such as Heritage Days, Kickstand Classic things of that nature. **C. Green** stated even without taking out paid ads business newspapers have news releases and put notices in the real estate section. **T. Fradin** he will look into putting one together.

G. Kubaszko stated if there are no other comments on this topic we will move on to the next topic.

Small Business Concierge

T. Fradin stated this is another website update. This idea came out of meetings with **Paula Schumacher** and **Scott Skrycki** looking at ways of providing new and better service to the small business communities. One item that was discussed was a Small Business Concierge concept and this can be found on our website as well. This is another opportunity for a direct link for various requests for assistance from the Village.

T. Fradin stated in the meetings they discussed what typical questions that might come in. How can we get them in touch with the right person. (**T. Fradin** again referred to the link on the Village Website). Site Selection Assistance will include where to go for sign questions, requests for utility installation, requesting business visits, requesting a promotional boost and building code questions. **T. Fradin** went on to say there is also a link for the Chambers of Commerce. This will also be promoted on Discover Bartlett Facebook page, newsletter, along with adding the contact person's email, however, this will not cover every concern or question that may come up. **T. Smodilla** thought perhaps it would be a good idea to put a Frequently Asked Questions option. She went on to say this looks like this was just a tool for residents to contact staff directly but not answer immediate questions. **T. Fradin** stated this is something that can be brought up in a Staff meeting. **J. Plonczynski** stated there is a FAQ section on the website that is tied to the GO request, and it's possible to link something in that section. Right now there are a lot of questions on chickens. **T. Fradin** stated maybe there should also be a link for Chickens and Bees.

Van Deusen's Hair Studio Business Visit

T. Fradin stated he met with owner of Van Deusen's Hair Studio, **Donna Van Deusen**. **T Fradin** called with some concerns regarding the TOD project. She called about a parking issue that she had on the east side of the building, where people would park perpendicular to the building and taking up valuable spaces. **Ms. Van Deusen** requested angled parking. **T Fradin** brought a copy of the TOD plan which advocates angled parking at that site of her business and signs for a business that no longer occupies that space. Public Works was there the following day to remove the signs. **T Fradin** did go over some of the aspects of the TOD plan to show **Ms. Van Deusen** some of the ideas of what may become of that section of downtown and other potential development sites in the future. **T Fradin** stated he took a picture of **Ms. Van Deusen** and added it to the Discover Bartlett Page and has agreed to a 20% discount to first-time customers if they mention seeing the ad. **T Fradin** stated she was interested in participating in the coupon issue of the December Bartletter.

J. LaPorte asked **T. Fradin** about the insert for December, as to when do the letters go out and when do the business owners need to return the information to get into the insert. **T. Fradin** stated he did not have an exact date but somewhere in late October. Business owners usually have until the first or second week in November to get the information back. Economic Development has been doing the coupon insert for close to eight years. There have been anywhere from 40 to 100 businesses that have participated at one time, to which the businesses are very appreciative and have had very positive responses. Banbury Fair has been in every year so far. Pasta Mia had the most generous coupon, a free pizza with 2 glasses of wine, in the hopes of generating new customers. Clique Photography which are now home based, had only 2 customers using the coupons but they were very big orders.

C. Green stated Arts in Bartlett had a coupon last year and it was very successful, they gave away the 125th anniversary tee-shirts, and bought many things from the gallery, so it was well worth the investment. **T Fradin** stated that was great to hear. When business participate in cable or print ads we ask them to send their logos, it's a great branding opportunity, at no cost to Bartlett based businesses, and no out of town businesses participate in it. For some businesses this is the only time they advertise or do a coupon all year. **J. LaPorte** asked how many businesses are targeted, how many mailings are done. **T Fradin** stated, last year it was sent out to every business with a commercial address, but not all home based businesses. It went out to close to 300. There are some industrial businesses that don't want people calling regarding a coupon. The percentage of participation is very good and this is also blasted through the Chambers. Tax attorney's, pet grooming and home based travel agency to name a few.

G. Kubaszko stated if there are no other comments on this topic we will move on to "How to Workshop".

"How-To" Workshop – May 25th

T Fradin stated this will be the first of a series of workshop for the summer months that is geared towards better assisting small businesses and entrepreneurs in Bartlett. This was just a concept last month and now it is scheduled. The first workshop will be how to open a business in Bartlett type of presentation. Some of the items that will be covered are GIS Space Inventory, Small Business Concierge along with permits, forms and the licenses that are required. **T Fradin** went on to say the first workshop will be the morning of May 25th. The workshops will be posted on the Village website, Facebook etc.

This will be sent out to the EDC members and ask the Chamber of Commerce to share this as well. This was printed in the back page of the newsletter and we have had some interest already. **T Fradin** stated the second workshop is already scheduled with **Don Pellico** with the Small Business Administration, (SBA). He will speak about what the SBA does, how it can help and other useful information for people starting up small businesses. He has been asked to speak either June 15, 22 or 29th. **T. Smodilla** suggested that the dates be posted on the Small Business Concierge page and as each one precludes perhaps provide a link to the power point. **T Fradin** stated the third one, he is hoping to get a few successful entrepreneurs and small business owners in Bartlett to share some of their wisdom with the attendees. The

workshops will be held at Village Hall at 7:30 AM, for possibly an hour. The presentations should be about 20 minutes and then a question and answer period.

G. Kubaszko stated the next item on the agenda is new business.

T. Fradin stated there are two new business in town. The first being a T-Mobile store and the second is an independent pharmacy called Hallmark Pharmacy and Medical Supply. There are located next to one another at Bartlett Commons Shopping Plaza, next to Bannerman's. The Hallmark Pharmacy is in the location of the former Tai restaurant. Bartlett is now without a Tai restaurant. **T. Fradin** continued by saying Sam's Grill at Devon & Prospect is closed as well as the Lionhead's Barber in the Town Center. Since last month 2 new businesses have opened and 2 have closed.

T. Fradin asked **N. Gudenkauf** if she would like to talk about Breakfast with the Village. **N. Gudenkauf** stated both Mayors from Hanover Park and Bartlett will be giving us update of the towns. This will be held at Bartlett Hills on May 11th at 7:30 AM and can sign up on the Chambers of Commerce website.

C. Green asked if could mention a few things. Arts in Bartlett received a grant through the federal funding of National Endowment for the Arts to create three summer positions. This will give the 3 high school students a summer job and Arts in Bartlett much needed help. The Global Arts Festival is a new festival that is being created for the village, and is expanding it into cooperation with Hanover Park, Hanover Township and Streamwood. This will be held June 24th and June 25th in Bartlett Park. This is different than the Fine Arts Fair that has been done for 14 years, this will focus more on activities and performance. The lineup for the performers is incredible and has been full for over two weeks with two months out. Many people want to come and preform at the Global Arts Festival and share their cultures. This will include food from different countries, activities such as teaching dance and doing yoga in the grass. **C. Green** stated she hope there will be a big turnout. An insert will be in the Examiner will offer small to full page ads at the rate of their 52 week rate. If any business wants to advertise, they can get a small ad for \$30.00. The insert will go into the Examiner the Wednesday before the Art Fair with the full schedule and ad from local businesses. She believes the deadline to get an ad in is June 10th. **T. Fradin** thanked **C. Green** for sharing the information. **T. Fradin** asked **C. Green** if this information is one the website. **C. Green** stated yes and they are also in the process of creating a special Facebook page that should be up soon. The opening ceremony will be a parade of 20 national flags carried by children, remarks by dignitaries and 2 days of incredible events. Arts in Bartlett has always been multi-cultural focused, to help promote appreciation and understanding of other cultures and our community. **C. Green** started so far, the food vendors are German, Italian and Soul Food, hoping to get a few more.

T. Smodilla questioned the Cook County Ordinance regarding minimum wage increases, sick days for part time employees. Have there been any inquires by the small business owners to Staff or Village Board members are proposing moving forward. **T. Smodilla** stated at the last meeting there was discussion if Bartlett will opt out of this. **J. Plonczynski** stated the Village Board did opt out of the Cook County Ordinance, meaning Bartlett does not have to abide by the minimum wage and the same goes for the sick leave policy. Bartlett will stay with the State wide wage of \$8.25. **J. Plonczynski** stated a few businesses, particularly the Ace

Hardware owner attended the meetings and we very much in favor of the Boards efforts. There have been other towns in Cook County that have opted out, but this will not affect any of our businesses in Kane or DuPage Counties. The Ordinances have already been adopted at the last Village Board meeting. **T. Smodilla** asked if there was any word on the old Dominick's, since **T. Fradin** did mention it at the last meeting. **T. Fradin** stated he sincerely thought the prospect who had been pursuing this would be closer to signing a lease but that has not transpired. The projects is still in the works. R. Perri asked what the square footage of the Thai Restaurant is. **T. Fradin** stated he could not be sure but he believes it is larger than the normal 1200 sq. foot space, perhaps maybe 1600 to 1800 sq. feet.

G. Kubaszko asked if there were no further discussion the next item on the agenda would be a motioned to adjourn.

Motioned to adjourn by: R. Perri

Seconded by: N. Gudenkauf

All in favor

Motioned carried

Meeting adjourned at 7:58 PM